

## Message Text

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FM SECSTATE WASHDC

TO AMCONSUL SYDNEY PRIORITY

INFO AMEMBASSY CANBERRA

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E.O. 11652 N/A

TAGS: BEXP, AS

SUBJ: 2ND SEMESTER FY 76 EVENT SCHEDULE

REF: (A) USDOC 13846

--- (B) TELCON SILLOWAY/GOODSELL, SEPT. 22, 1975

1. UPON FURTHER REVIEW OF PROPOSED THEMES FOR 2ND SEMESTER FY 76 EVENT SCHEDULE PER REF (A), MODERN MERCHANDISING APPEARS TOO LIMITED A THEME TO BE VIABLE, ESPECIALLY UNDER THE MINIMUM FULL COST RECOVERY GUIDELINES.

2. NUMBER 2 POLL OF THE TELECOMMUNICATIONS INDUSTRY (RESULTS: 6 YESSES, 23 MAYBES OF WHICH 10 ARE STRONG AND 2 NOS) INDICATE THAT AN APRIL, 1976 STC EXHIBITION WOULD NOT ONLY BE VIABLE, BUT COULD PROVE TO BE AN EXCELLENT THEME WITH WHICH TO INITIATE WASHINGTON PROCUREMENT OF STC EXHIBITIONS. THE U.S. INDEPENDENT TELEPHONE ASSOCIATION (USITA), WHICH HAD DETERMINED REF (A) THAT AN APRIL EVENT WOULD CONFLICT WITH THEIR DOMESTIC SHOWS, IS NOW CONVINCED, AS A RESULT OF THE POLL, THAT NO CONFLICT EXISTS. THEREFORE, USITA WILL HELP PROMOTE A STC APRIL

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SHOW, EVEN TO THE EXTENT OF PROVIDING A MAILING TO THEIR

ASSOCIATE MEMBERSHIP. (A SIMILAR MAILING ON BEHALF OF THE MAY 1975 LONDON TC TELECOMMUNICATIONS EXHIBITION BROUGHT A RESPONSE OF 10 PERCENT.)

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3. THE ABOVE MODIFICATIONS TO REF (A) WERE DISCUSSED DURING REF (B) WHEREBY STC COUNTER-PROPOSED A BROAD-BASED COMMUNICATIONS THEME. TC FELT THAT THE AUSTRALIAN MARKET WAS TOO LIMITED TO SUPPORT A VERTICAL TELECOMMUNICATIONS EXHIBITION. THE FOLLOWING RATIONALE IS OFFERED AS TO WHY OIM FEELS THAT COMMUNICATIONS COULD BE TOO BROAD A THEME AND WHY TELECOMMUNICATIONS COULD BE A BETTER SELECTION:

A. INITIAL OIM STUDY OF AUSTRALIAN TELECOMMUNICATIONS MARKET INDICATES A SIMILARITY WITH U.K. SYSTEM (I.E. GOVERNMENTAL MONOPOLY AND A FEW LARGE, PRIVATE SUPPLIERS). OIM FEELS THAT THESE SUPPLIERS (NORMALLY THOUGHT OF AS "THE COMPETITION") WOULD INDEED BE POTENTIAL CUSTOMERS FOR THE LATEST STATE-OF-THE-ART U.S. TECHNOLOGY--TECHNOLOGY THAT COULD BE USED TO UPGRADE THEIR OWN TOTAL SYSTEMS. THE AUSTRALIAN DEFENSE ESTABLISHMENT WOULD BE ANOTHER PRIME CUSTOMER, ALTHOUGH OIM RECOGNIZES THAT THE NEW AUSTRALIAN TELECOMMUNICATIONS COMMISSION WOULD BE THE SINGLE MOST IMPORTANT CUSTOMER. ADDITIONAL PROSPECTIVE CUSTOMERS WOULD INCLUDE POLICE DEPARTMENTS, AMBULANCE SERVICES, TAXI FLEETS, AND OTHER USERS OF TWO WAY COMMUNICATIONS.

B. SURROUNDING COUNTRIES SHOULD ALSO BE INTERESTED IN AN EXHIBITION OF THIS TYPE SINCE IT WOULD BE THE FIRST LARGE SCALE EXHIBITION OF U.S. TELECOMMUNICATIONS TECHNOLOGY TO BE HELD IN THAT AREA OF THE WORLD.

C. A BROAD-BASED COMMUNICATIONS THEME WOULD INCLUDE DATA, TELE, BROADCAST, CONSUMER AND OTHER FORMS OF COMMUNICATIONS. THE PRODUCT SPREAD WOULD BE TOO GREAT FOR A 20 BOOTH EXHIBITION.

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4. IN LIGHT OF THE ABOVE, PARA 2.C. OF REF (A) SHOULD BE MODIFIED TO RECOMMEND TELECOMMUNICATIONS FOR APRIL. A NEW THEME, MODERN HOUSING (ENCOMPASSING MODULAR, PREFABRICATED AND MOBILE DWELLINGS; SOLAR HEATING SYSTEMS; HEAT PUMPS; SEWAGE DISPOSAL/TREATMENT SYSTEMS; ETC.) IS RECOMMENDED FOR AUGUST, IN MODIFICATION OF PARA 2.F. OF REF (A). ;

5. IF STC CONCURS WITH SELECTION OF TELECOMMUNICATIONS  
FOR APRIL, SUBMISSION OF THEME DEVELOPMENT STATEMENT,  
RESULTS OF NUMBER ; POLL, AND MARKET RESEARCH SUMMARY  
ARE REQUIRED BY 15 OCTOBER. INGERSOLL

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